



PLANNING COMMISSION AGENDA REPORT

MEETING DATE: AUGUST 23, 2004

ITEM NUMBER:

SUBJECT: PLANNING APPLICATION PA-04-29
3505 CADILLAC AVENUE, UNITS L-3, L-4 AND L-5 (CAMBRIDGE PARK)

DATE: AUGUST 12, 2004

FOR FURTHER INFORMATION CONTACT: WENDY SHIH, ASSOCIATE PLANNER (714) 754-5136

PROJECT DESCRIPTION

The applicant is requesting a conditional use permit for an advertising business and a minor conditional use permit for a small recording booth within an industrial condominium at Cambridge Park.

APPLICANT

The applicant is Jim Sanders, representing the property owner, Ambassador Agency.

RECOMMENDATION

Approve by adoption of Planning Commission resolution, subject to conditions.

WENDY SHIH
Associate Planner

PERRY L. VALANTINE
Asst. Development Services Director

BACKGROUND

The property is located within an industrial condominium development (Cambridge Park), bounded by an industrial property to the north, Santa Ana River/Orange County Flood Control Channel to the west, San Diego (405) Freeway to the south, and Cadillac Avenue to the east. The property has a zoning designation of PDI (Planned Development Industrial) with a General Plan designation of Industrial Park. The development plan for this industrial condominium project was approved in 1981, under ZE-80-160. A list of general office/commercial uses was approved for buildings M, P, and O. All other buildings are subject to the MP (Industrial Park) zoning district regulations with regard to allowable uses.

The applicant is proposing to utilize 11,510 sq.ft. (Units L-3 through L-5) of building area for an advertising business (Ambassador Advertising). No interior changes are necessary or proposed for the business. Since building L is not one of the buildings approved for general office, specifically advertising business, a conditional use permit is required. The Zoning Code requires a minor conditional use permit for recording studios within the PDI zone.

DISCUSSION**CONDITIONAL USE PERMIT (ADVERTISING OFFICE)**

Ambassador Advertising is not a typical advertising agency, which would be more compatible in a commercial zone. The business is low-key and generates very low customer traffic. There are 24 employees, and only 2 to 3 client visits to the site per month. The clients go to the site to record speeches (no music or bands) and the rest of the operation consists of administrative office work, graphic design, audio production, public relations and warehousing. Ambassador Advertising sells airtime and provides tapes to radio stations. It is staff's opinion that the agency is a complementary use to other uses in the condominium complex, which consists of general industrial and office uses, as well as to other industrial properties in the area. The business does not require high visibility to the public or access to a primary highway as a commercial-type use does.

MINOR CONDITIONAL USE PERMIT (RECORDING BOOTH)

The agency will provide a recording booth within one of the rooms. Noise impacts are not anticipated because recording will be of speeches only (no music or bands). As mentioned above, only 2 to 3 clients will go to the site for recording per month. Therefore, parking is also a non-issue. Current Code requires 3 parking spaces per 1,000 sq.ft. of building area for industrial uses, which equates to 35 spaces required for the 11,510 sq.ft. building occupied by Ambassador Advertising. Based on the description above (24 employees and 2 to 3 clients a month), no more than 27 parking spaces will be used by the agency at any given time.

ALTERNATIVES

If the conditional use permit or minor conditional use permit were denied, it would prevent the advertising agency from operating at this location.

CONCLUSION

Based on the above discussion of the business operation, it is staff's opinion that the proposed use is compatible with other uses in the area. The advertising agency is not a typical commercial office use in that it is low key and generates little customer traffic to the site. The parking demand for the business is also less than required for an industrial-type use.

Attachments: Draft Planning Commission Resolution
 Exhibit "A" – Findings
 Exhibit "B" – Conditions of Approval
 Applicant's Project Description and Justification
 Location Map
 Plans/Photos

cc: Deputy City Manager - Dev. Svcs. Director
 Sr. Deputy City Attorney
 City Engineer
 Fire Protection Analyst
 Staff (4)
 File (2)

Jim Sanders
 515 E. Commonwealth Ave.
 Fullerton, CA 92832

Ambassador Agency
 3505 Cadillac Ave., L-3, L-4 and L-5
 Costa Mesa, CA 92626

File: 082304PA0429	Date: 081004	Time: 850a.m.
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RESOLUTION NO. PC-04-

**A RESOLUTION OF THE PLANNING COMMISSION OF THE
CITY OF COSTA MESA APPROVING PLANNING
APPLICATION PA-04-29**

THE PLANNING COMMISSION OF THE CITY OF COSTA MESA HEREBY RESOLVES
AS FOLLOWS:

WHEREAS, an application was filed by Jim Sanders, representing Ambassador Agency, owner of real property located at 3505 Cadillac Avenue, Units L-3, L-4 and L-5, requesting approval of a conditional use permit for an advertising agency with a minor conditional use permit for a small recording booth, within the PDI (Planned Development Industrial) zone; and,

WHEREAS, a duly noticed public hearing was held by the Planning Commission on August 23, 2004.

BE IT RESOLVED that, based on the evidence in the record and the findings contained in Exhibit "A," and subject to the conditions of approval contained within Exhibit "B," the Planning Commission hereby **APPROVES** Planning Application PA-04-29 with respect to the property described above.

BE IT FURTHER RESOLVED that the Costa Mesa Planning Commission does hereby find and determine that adoption of this Resolution is expressly predicated upon the activity as described in the staff report for PA-04-29 and upon applicant's compliance with each and all of the conditions contained in Exhibit "B". Any approval granted by this resolution shall be subject to review, modification or revocation if there is a material change that occurs in the operation, or if the applicant fails to comply with any of the conditions of approval.

PASSED AND ADOPTED this 23rd day of August, 2004.

Chair, Costa Mesa
Planning Commission

STATE OF CALIFORNIA)
)ss
COUNTY OF ORANGE)

I, Perry L. Valantine secretary to the Planning Commission of the City of Costa Mesa, do hereby certify that the foregoing Resolution was passed and adopted at a meeting of the City of Costa Mesa Planning Commission held on August 23, 2004, by the following votes:

AYES: COMMISSIONERS

NOES: COMMISSIONERS

ABSENT: COMMISSIONERS

ABSTAIN: COMMISSIONERS

Secretary, Costa Mesa
Planning Commission

EXHIBIT "A"

FINDINGS

- A. The information presented complies with Costa Mesa Municipal Code Section 13-29(g)(2) in that the use is compatible with developments in the same general area. Specifically, the advertising agency is not a typical commercial office use in that it is low key and generates little customer traffic to the site. The parking demand for the business is also less than required for an industrial-type use. Noise impacts are not anticipated because the recording booth will only be used for recording speeches (no music or bands). Granting the conditional/minor use permits would allow a use, which is in accordance with the general plan designation for the property.
- B. The proposed project complies with Costa Mesa Municipal Code Section 13-29 (e) because:
 - a. The proposed use is complementary to the industrial zone.
 - b. Safety and compatibility of the design of the buildings, parking areas, landscaping, luminaries, and other site features including functional aspects of the site development such as automobile and pedestrian circulation have been considered.
 - c. The proposed use is consistent with the General Plan.
 - d. The planning application is for a project-specific case and does not establish a precedent for future development.
- C. The project has been reviewed for compliance with the California Environmental Quality Act (CEQA), the CEQA Guidelines, and the City environmental procedures, and has been found to be exempt from CEQA.
- D. The project is exempt from Chapter XII, Article 3, Transportation System Management, of Title 13 of the Costa Mesa Municipal Code.

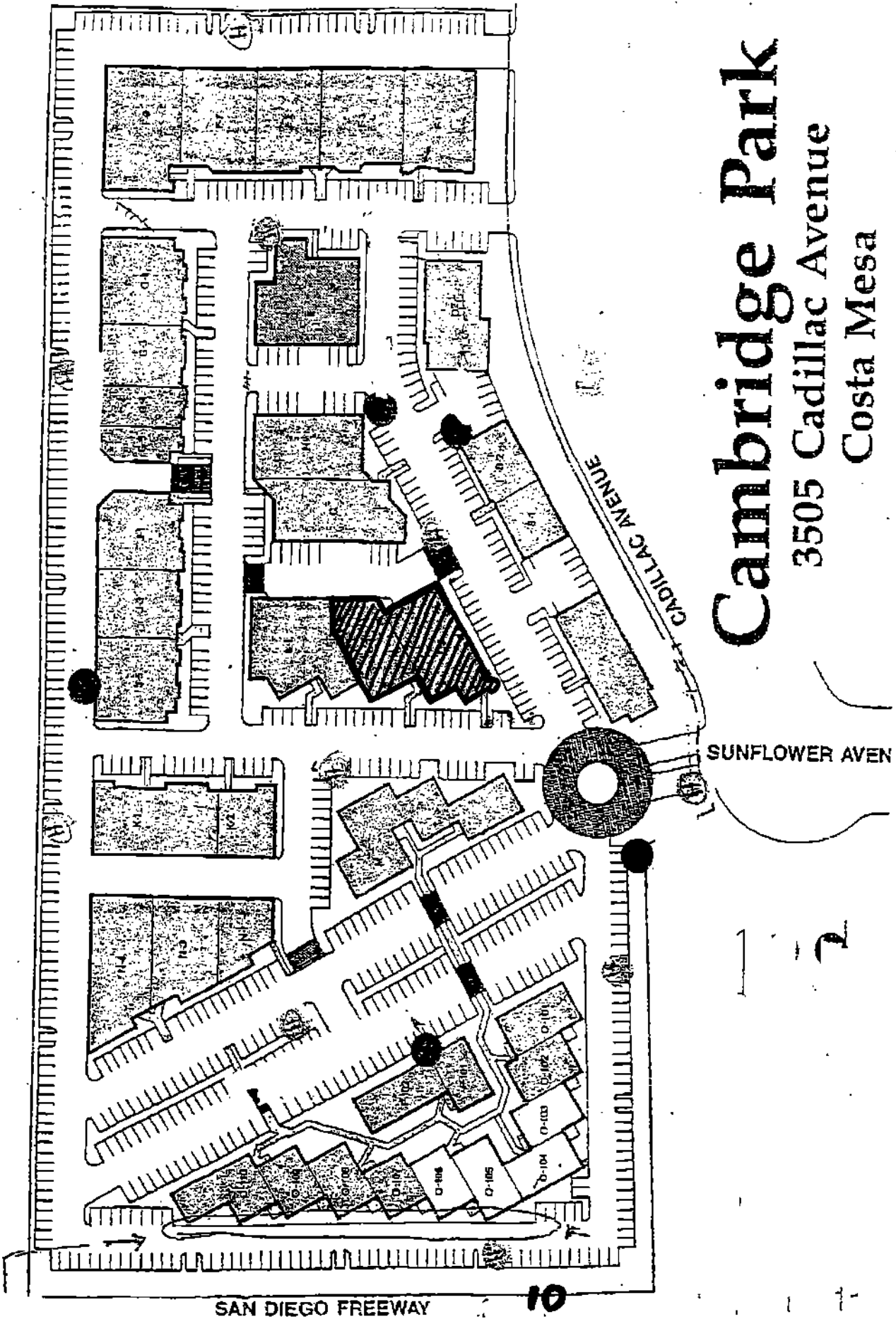
EXHIBIT "B"

CONDITIONS OF APPROVAL

- Plng. 1. The conditional use permit herein approved shall be valid until revoked, but shall expire upon discontinuance of the activity authorized hereby for a period of 180 days or more. The conditional/minor use permit may be referred to the Planning Commission for modification or revocation at any time if the conditions of approval have not been complied with, if the use is being operated in violation of applicable laws or ordinances, or if, in the opinion of the development services director or his designee, any of the findings upon which the approval was based are no longer applicable.
2. A copy of the conditions of approval for the conditional use permit must be kept on premises and presented to any authorized City official upon request. New business/property owners shall be notified of conditions of approval upon transfer of business or ownership of land.
3. The use shall be conducted, at all times, in a manner to allow the quiet enjoyment of the surrounding uses. The applicant and/or business owner shall institute whatever operational measures are necessary to comply with this requirement.
4. The use shall be operated in the manner described in this report.
5. If parking complaints are received by the City, the applicant and/or business owner shall submit a parking management plan to the Planning Division addressing parking needs, use of spaces on-site, and parking availability. Inability to resolve parking conflicts attributed to this use may result in amendment to, or revocation of, the conditional/minor use permit.

Cambridge Park

3505 Cadillac Avenue
Costa Mesa



ZONING/LOCATION MAP

PA-04-29

